

**Pike Place Market
2018 PDA Strategic Retreat
5 October 2018**



Outcomes

- ❶ Confirm and edit as needed 2018/2019 Key Focuses
- ❷ Contextualize and update Values
- ❸ Articulate broad outline for Vision 2030
- ❹ Initialize framework for follow-on Market vision and strategic planning process

Agenda	Lead	Start	Outcome
Welcome – Approval of Agenda	Chair, Mary Chair	11:00	
Agenda and Process	Ted	11:10	
Public Comment	Chair	11:15	
Market Values – Review Existing Language – Propose and Discuss Edits and Revisions	Council	11:25	❷
Pike Place Market and Seattle <i>History, PDA Focus, and Trends</i> – Presentation – Discussion/Clarification	Staff All	11:45 12:15	
Lunch (quick break for food)		12:15	
SWOT – Process Introduction – Strengths and Weaknesses (mostly internal) – Opportunities and Threats (mostly external)	Ted Council/Staff Council/Staff	12:30	❶ ❸
Break		2:00	
Past Council Member Comment	Chair	2:10	
SWOT Themes and Key Questions	All	2:20	❸ ❹
Next Steps	Chair, Mary	2:50	❹
Observations	Council	3:10	❶ ❷ ❸ ❹
Public Comment	Chair	3:30	
Close/Commitments	Council	3:40	❹